

Membership



Nebraska State PTA
Unit Membership
Training 2013

Overview



- ❧ Responsibilities
- ❧ Getting Started
- ❧ Membership Recruitment
 - ❧ Benefits
- ❧ Record Keeping
 - ❧ Dues
 - ❧ OMDR

Responsibilities



- ❧ Understand the value of PTA Membership at your school, state and National level
- ❧ Recruitment Strategy
- ❧ Review best practices and get ideas from other schools
 - ❧ *PTA Great Idea Bank
- ❧ Talking it up
 - ❧ Talk to your circle of friends, they talk to their friends and so on
- ❧ Send membership dues to State PTA
- ❧ Maintain accurate records
- ❧ Attend meetings; give reports/updates, amount of members
- ❧ Attend leadership and membership training whenever possible
- ❧ Ask your State PTA for help!

Getting Started



- ❧ All school events
 - ❧ Membership drive
 - ❧ Hold contests, raffles, give-aways
 - ❧ Offer incentive (Discount at events? Raffle tickets at Carnival?)
- ❧ Make people feel welcome
 - ❧ Smile, be welcoming, sincere, helpful, get to know them
- ❧ Develop a committee, set meetings and meet 4 times a year
- ❧ Market yourself
 - ❧ Newsletters, website, staff lounge, bulletin board, fliers
- ❧ New State Membership Reporting Process

Membership Recruitment



- ❧ Inclusivity and Diversity
 - ❧ Ask someone in your community
 - ❧ Church, neighbor, grandparents
 - ❧ Do not forget to ask Dad
- ❧ D.A.D. (Dads Are Dependable)
 - ❧ Ask dads to hold an event, carwash, grill-out
 - ❧ Million Hours of Power
- ❧ Membership table at every event/function
 - ❧ It is a year long endeavor
- ❧ Follow up
 - ❧ Send thank you notes to new & returning members
 - ❧ Check your list of who has joined and who has not
 - ❧ Check with each of your members for specialties they may have to benefit the PTA/children



Benefits



- Give members a discount to PTA events
- National membership discounts (such as on Southwest Vacations) can be found in the Handbook.



OMDR



☞ Online registration of membership



Conclusion



- ❧ No members, no PTA
- ❧ Year long effort
- ❧ Get anyone and everyone (including businesses)
- ❧ Benefits for membership
- ❧ Be relevant, personable and inclusive and membership will grow